

Message Text

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TO USDOC WASHDC

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AMEMBASSY SINGAPORE

UNCLAS MANILA 14096

E.O. 11652: N/A

TAGS: EGEN, BEXP, RP

SUBJ: PROPOSED FY 1975 EVENT SCHEDULE

REF: A) STATE A-5963 B) MANILA 9443 C) USDOC 19106

D) MANILA 13750 E) USDOC 19571

1. IN SERIES OF CONVERSATIONS WITH USDOC VISITORS AND IN COMMERCE, WE HAVE EXPLORED WAYS OF DEVELOPING FY-75 EVENTS PROGRAM FOR MANILA THAT WOULD BE MORE RESPONSIVE TO POTENTIAL FOR INCREASED SALES OF US PRODUCTS TO THE PHILIPPINES. CONSIDERATION OF MANILA AS SITE FOR CONTROL SYSTEMS EXHIBITION IN APRIL 1975 IS SIGNIFICANT STEP IN THIS DIRECTION AND WE HOPE FAVORABLE DECISION WILL BE FORTHCOMING SOON.

2. FURTHER EXPANSION OF FY-75 SCHEDULE TO INCLUDE CATALOG SHOWS ON POLLUTION CONTROL EQUIPMENT AND EDUCATIONAL TRAINING AIDS WOULD RESULT IN HARD HITTING PROGRAM DESIGNED TO CAPITALIZE ON GROWTH SECTORS.

A. POLLUTION CONTROL EQUIPMENT. PHILIPPINE GOVERNMENT AND INDUSTRY GRADUALLY ARE BECOMING MORE AWARE OF THE NEED TO REDUCE THE LEVELS OF POLLUTION RESULTING FROM EXISTING AND ANTICIPATED DEVELOPMENT IN PRIVATE AND PUBLIC SECTORS. EXAMPLES OF THIS INCLUDE SUCH DEVELOPMENTS AS FIRST LADY'S PROGRAM TO CLEAN UP PASIG RIVER, GOVERNMENT STATEMENTS TO EFFECT THAT PROPOSED COPPER SMELTERS WILL NEED TO INCORPORATE POLLUTION CONTROL MEASURES AND PRELIMINARY FINDINGS OF LAGUNA

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DE BAY LAND USE SURVEY WHICH NOTE NECESSITY FOR POLLUTION CONTROL MEASURES. JAPANESE PLANS TO INVEST OFF-SHORE IN

"DIRTY INDUSTRIES" WILL ALSO CONTRIBUTE TO GROWING MARKET FOR POLLUTION CONTROL EQUIPMENT.

EMBASSY-SPONSORED POLLUTION CONTROL EQUIPMENT CATALOG SHOW HELD IN AUGUST 1972 DREW EXCEPTIONALLY GOOD REPRESENTATION FROM INDUSTRY AND APPROPRIATE GOVERNMENT AGENCIES AND GENERATED REQUESTS FOR OVER 8000 CATALOGS. WE WOULD EXPECT RESULTS OF JANUARY 1975 SHOW TO BE AT LEAST EQUALLY AS GOOD.

B. EDUCATIONAL TRAINING AIDS. DEEP ROOTED PHILIPPINE COMMITMENT TO EDUCATION MAKES THIS THEME ALMOST A "NATURAL" FOR MANILA. DEPENDING ON TYPES OF EQUIPMENT ACTUALLY REPRESENTED IN SHOW, TARGET AUDIENCE WOULD BE EXTENSIVE INCLUDING, FOR EXAMPLE, PRIMARY AND SECONDARY SCHOOLS, UNIVERSITIES (400,000 UNIVERSITY STUDENTS IN MANILA ALONE), BUSINESS INSTITUTIONS (ASIAN DEVELOPMENT BANK), GOVERNMENT AND INDUSTRY. IN OTHER WORDS, TARGET AUDIENCE FOR THIS THEME IS POTENTIALLY BROADER THAN FOR ANY OTHER CATALOG SHOW HELD IN PHILIPPINES.

3. NO PROBLEM WITH TIMING OF POLLUTION CONTROL SHOW, AS LONG AS IT IS HELD AROUND MID-JANUARY TO PERMIT LAST MINUTE ADVANCE WORK TO BE DONE AFTER HOLIDAYS. WITH REGARD EDUCATIONAL TRAINING AIDS SHOW, WE WOULD WANT TO AVOID CONFLICT WITH PROPOSED OFF-SITE EXHIBITION OF CONTROL SYSTEMS.

4. WE BELIEVE IMPACT BOTH SHOWS WOULD BE ENHANCED BY PRESENCE INDUSTRY EXPERT, PARTICULARLY AS REGARDS HIGHLY TECHNICAL SUBJECT SUCH AS POLLUTION CONTROL EQUIPMENT. WE REALIZE THAT PROVIDING INDUSTRY EXPERT MAY CAUSE PROBLEMS FOR USDOC; PERHAPS PARTIAL SOLUTION MAY LIE IN REDUCING LENGTH OF SHOW FROM FIVE DAYS TO THREE (AUGUST 1972 POLLUTION SHOW RAN FOR THREE DAYS AND WAS HIGHLY STRUCTURED TO MAKE MAXIMUM USE OF TIME).

5. AS IS CASE WITH TRADE MISSIONS, WE HAVE BEEN ABLE TO PROVIDE FULL SUPPORT TO CATALOG SHOWS ON RELATIVELY LOW BUDGET. TOTAL EXPENDITURES FOR RECENT FOOD PROCESSING
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EQUIPMENT AND TEXTILE EQUIPMENT SHOWS DID NOT EXCEED \$300 EACH. EVEN ALLOWING FOR INCREASING COSTS OF TEMPORARY HIRE PERSONNEL (LARGEST ITEM IN BUDGET) WE BELIEVE EXPENDITURE PER SHOW SHOULD NOT EXCEED \$400-450 IN LATTER PART OF FY-1975.
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